

ORDER



Orders	Order / Rev:	<u>704175 - 5</u>		
	Alt Order #:	<u>06261144</u>		
	Product Desc:	<u>AMRCNS 4 PROSPERITY</u>		
	Estimate:	<u>1865</u>		
	Flight Dates:	<u>08/15/12 - 08/21/12</u>		
	Original Date / Rev:	<u>08/02/12 / 08/16/12</u>		
	Order Type:	<u>Political</u>		
Agency	Name:	<u>Mentzer Media Services/ POL</u>		
	Buying Contact:	<u>Elise Cloyd</u>	Billing Type:	<u>Cash</u>
	Billing Contact:	<u>600 Fairmount Ave. Suite 306</u>	Billing Calendar:	<u>Broadcast</u>
		<u>Towson, MD 21286</u>	Billing Cycle:	<u>EOM/EOC</u>
			Agency Commission:	<u>15%</u>
Advertiser	Name:	<u>Americans For Prosperity</u>		
	Demographic:	<u>A35+</u>	New Business Thru:	
	Product Codes:	<u>IS-Candidate/Presidential</u>	Order Separation:	<u>00:15:00</u>
	Priority:	<u>P-3</u>	Advertiser External ID:	
	Revenue Codes:	<u>AGY, GEN, POL</u>	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/21/12	94	\$124,740.00	\$106,029.00	August 2012	94	\$124,740.00	\$106,029.00	0.00
					Totals	94	\$124,740.00	\$106,029.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Aaron Ashe Start Of Order - End Of Order 100%

Order / Rev: 704175 - 5
Alt Order #: 06261144
Flight Dates: 08/15/12 - 08/21/12

Advertiser: Americans For Prosperity
Product Desc: AMRCNS 4 PROSPERITY
Estimate: 1865

Order / Rev: 704175 - 5
Alt Order #: 06261144
Flight Dates: 08/15/12 - 08/21/12

Advertiser: Americans For Prosperity
Product Desc: AMRCNS 4 PROSPERITY WTSP-TV
Estimate: 1865

Order / Rev: 704175 - 5
Alt Order #: 06261144
Flight Dates: 08/15/12 - 08/21/12

Advertiser: Americans For Prosperity
Product Desc: AMRCNS 4 PROSPERITY
Estimate: 1865

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	WTSP	08/20/12	08/21/12	M-F 4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/20/12 08/26/12 MT----- 2 \$800.00 0.00															
29	WTSP	08/20/12	08/21/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/20/12 08/26/12 MT----- 2 \$800.00 0.00															
30	WTSP	08/20/12	08/21/12	7-730p Inside Edition	CM	7-730p	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/20/12 08/26/12 MT----- 4 \$600.00 0.00															
31	WTSP	08/20/12	08/21/12	10 News Special 10 News Special	CM	10 News Special	MT-----	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/20/12 08/26/12 MT----- 4 \$1,200.00 0.00															
32	WTSP	08/20/12	08/21/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MT-----	:30	4	\$2,600.00	P-2	0.00	NM	4	\$10,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/20/12 08/26/12 MT----- 4 \$2,600.00 0.00															
33	WTSP	08/21/12	08/21/12	Tue Prime C The Mentalist	CM	10-11p	-T-----	:30	2	\$8,000.00	P-2	0.00	NM	2	\$16,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/20/12 08/26/12 -T----- 2 \$8,000.00 0.00															
34	WTSP	08/17/12	08/17/12	Bucs Pre-Game Bucs Pre-Game	CM	Bucs Pre-Game	----F--	:30	1	\$1,200.00	P-3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 ----F-- 1 \$1,200.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1 WTSP 08/13/12-08/19/12 Bucs Pre-Game Bucs Pre-Game -----F--- :30(\$1,200.00) 0.00 NM															
<i>Credited</i> [MOVE TO LINE 38 DUE TO BLACKOUT]															
35	WTSP	08/19/12	08/19/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 -----S 1 \$1,600.00 0.00															
36	WTSP	08/20/12	08/21/12	M-F 530-6p 10 News at 530p	CM	530-6p	MT-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/20/12 08/26/12 MT----- 1 \$800.00 0.00															
37	WTSP	08/17/12	08/17/12	Bucs Overnight Game Bucs Overnight Game	CM	Overnight	----F--	:30	3	\$6,000.00	P-4	0.00	NM	3	\$18,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 ----F-- 3 \$6,000.00 0.00															
38	WTSP	08/17/12	08/17/12	7-730p Inside Edition	CM	7-730p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 ----F-- 1 \$1,200.00 0.00															
39	WTSP	08/18/12	08/18/12	Bucs Weekend Game Bucs Weekend Game	CM	Weekend Game	-----S-	:30	3	\$0.00	PKG	0.00	NM	3	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12 08/19/12 -----S- 3 \$0.00 0.00															

Totals 94 \$124,740.00